Pontiac, Buick dealers pay ad fees

By Arlene Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Starting Wednesday, Aug. 1, Buick and Pontiac dealers will be assessed 1 percent of the invoice price of vehicles to pay for local advertising.

Buick and Pontiac are joining Chevrolet and GMC Truck, which adopted the fee in 1988, and Oldsmobile and Cadillac, which imposed the fee a year later.

Olds dealers pull ad, Page 1

While dealer reaction was mixed, many dealers have accepted the fee as a necessary evil of doing business.

"It's almost like they've beat us down," says a metropolitan Detroit dealer who did not want to be identified. Dealers say Buick and Pontiac notified them of the change in June.

see AD FEES, page 44

LET'S MAKE A DEAL

Negotiator clears cultural, clerical hurdles to cement GM parts pact with Soviets

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

FLINT, Mich. — Negotiations had gone on for hours. Suddenly, they screeched to a halt.

Negotiators for the Soviet Union's leading auto manufacturer, Volga Auto Works, didn't understand what their counterparts from General Motors meant by "in good faith."

Translators for both sides were stumped. There is no Russian word for faith.

"We went around for hours on the word faith," recalls Jerry D. Florence, director of marketing strategy for AC Rochester Division and GM's lead negotiator in talks with the Soviets. "We finally came up with 'good intentions.' "

Language was one of the most frustrating aspects of GM's deal with the Soviets.

"The most difficult part was that a lot of times philosophically we would be saying the same thing, but we couldn't find the words that matched," says Florence.

Ultimately, GM and the Soviets emerged with a $1 billion deal that represents some firsts. GM became the first U.S. automaker in modern history to establish a working relationship with a Soviet automaker. GM also will become the first U.S. company doing business in the Soviet Union to be paid in U.S. dollars instead of Russian rubles, which are tradeable only in the Soviet Union.

Under the five-year agreement, GM will sell 150,000 engine management systems a year to Volga Auto Works for Lada automobiles. GM will engineer the systems to fit Lada's 1.5- and 1.7-liter, four-cylinder engines. GM also will train Soviet workers to install them.

In addition, GM and Volga Auto Works will negotiate toward a second deal to manufacture catalytic converters jointly in the Soviet Union. Those negotiations also involve GM's access to the Soviet Union's supply of platinum, which is used in making catalytic converters.

The deal turned out to be the most complicated of 41-year-old Florence's seven years of deal-making for GM.

While at GM's Packard Electric Division, Florence negotiated a deal for Packard Electric to set up a division in Brazil to supply parts to GM do Brasil's auto manufacturing.

In 1987, he negotiated with Japanese automaker Suzuki Motor Co. Ltd. for the the first major component contract for CAMI Automotive Inc., GM's joint-venture plant with Suzuki in Ingersoll, Ontario.

And at Packard Electric, he had responsibility for the division's joint-venture operation in South Korea to supply Daewoo Motor Co. Ltd.

But the deal with the Soviets was different.

"It was a lot more comprehensive, and we scaled new ground," says Florence.

As new ground was broken, Florence says he was reminded of a remark by H. Ross Perot, founder of Electronic Data Systems Corp. Perot, while a member of GM's board, criticized the company, saying that bringing about change at GM was like teaching an elephant to tap dance.

"In this case," says Florence, "the elephant did tap dance — and boogaloo and a little bit of everything else."

see RUSSIA, page 41

AUTOMOTIVE NEWS/JOE WILSEMS

Among Jerry Florence's souvenirs of his negotiating visits to the Soviet Union is a red star with a portrait of Vladimir Lenin in the center.

Laforza production stalls as company seeks more cash

Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Laforza Automobiles Inc. has ceased production of its $43,850 sport-utility, and Chairman Joseph Monterosso says he'll know this week if production will resume.

Laforza and C&C Inc. of Brighton, Mich., which puts Ford engines and transmissions into the Italian-built vehicles, agreed to stop producing the vehicles three months ago. While production has been on hold, Monterosso has continued efforts to secure financing and to reorganize the financially strapped company.

Monterosso says his company will receive $2 million to $3 million from sources he would not name if he can successfully renegotiate arrangements with his bank and major supplier.

Monterosso says he is "extremely optimistic" that the deal will pull through. Another source close to the company said the odds were 50-50.

The Laforza sport-utility was designed by Carrozzeria Pininfarina in Turin, Italy. Bodies built in Italy were sent to Brighton, Mich., where C&C Inc. installed Ford Motor Co.'s 5.0-liter V-8 engine and four-speed automatic transmission. Laforza Automobiles is based in Hayward, Calif., and has just moved to smaller quarters in an effort to control costs.

Laforza has 40 dealers, primarily exotic- and specialty-car dealers.

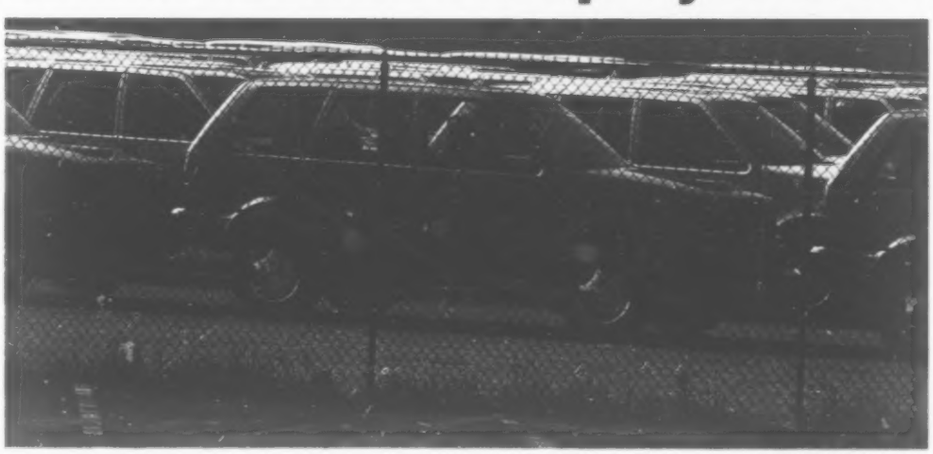
Plagued with lack of funds from its start in 1988, Laforza has barely scratched the surface of its sales projections. In late 1988, when Laforza was preparing to introduce the vehicle, it was projecting 2,000 sales in the first 12 months. The figure was revised downward a number of times as the launch date was moved from November 1988 to March 1989.

The vehicle was first shown at the Greater Los Angeles Auto Show in January 1989 and introduced last July. Fewer than 300 have been sold.

Hundreds remain unsold. Some are in dealer inventories; most are parked at C&C, which delivers the vehicles directly to dealers.

Pininfarina is still dealing with Laforza, although the Italian

see LAFORZA, page 44



AUTOMOTIVE NEWS/JOE WILSEMS

An estimated 200 Laforza sport-utilities are being stored outside C&C Inc. in Brighton, Mich., awaiting dealer orders.

INDEX

Around the world	16
Auction dates	40
Classifieds	33-38
Coming events	40
Dealing with dealers	22
Incentive watch	46
Marketing and media	26
Opinion	12
Personnel	28
Recreation on wheels	20
Sales, 10-day	18

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Mercedes shifts execs, redraws zone boundaries

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

MONTVALE, N.J. — Mercedes-Benz of North America Inc. is shifting manpower and authority from its national headquarters here to four zone offices in an effort to become more responsive to its 422 dealers.

By the end of 1990, the company will consolidate its seven existing zones into four new ones with more people and more decision-making power. The restructuring closely parallels a move made recently by rival BMW of North America Inc., based a few miles away in Woodcliff Lake.

Mid-July sales slide; Big 3 off 13% to 18%

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Sales of transplant vehicles continue to eat away at the popularity of Big 3 models.

For the July 11-20 period, all transplant makers except Nissan sold more vehicles than the year before; General Motors, Ford Motor Co. and Chrysler Corp. were down.

Mid-July car sales totaled 190,503, a decline of 12.87 percent from last year.

Truck sales, which totaled 119,162, were off 12.57 percent; total vehicle sales of 309,665 were down 12.76 percent.

Each selling period had nine days. The daily selling rate was 34,407, compared with 39,649 last year.

Ford suffered the biggest decline in car sales — 23.56 percent.

Combined with a 10.45 percent loss in truck sales, Ford's overall sales were down 18.02 percent.

Chrysler's vehicle sales were down 17.24 percent. The company's car sales skidded 17.88 percent and truck sales fell 16.73 percent.

GM suffered least among the Big 3 with a 13.31 percent overall decline in vehicle sales.

The automaker's sales declined 13.36 percent, and truck sales were off 13.22 percent.

Mazda and Toyota led the way for the transplants.

Mazda's sales soared 70.61 percent with Toyota close behind with a 62.65 percent increase.

Mitsubishi and Honda had modest increases of 6.55 percent and 3.17 percent, respectively.

Nissan's overall sales dropped 0.96 percent with car sales down 1.52 percent and truck sales off 0.51 percent.

10-DAY SALES

DOMESTIC BUILT

	July 11-20, 1990	July 11-20, 1989
CARS		
Eagle	1,948	1,314
Chrysler	5,714	4,428
Dodge	7,589	10,858
Plymouth	4,801	7,819
CHRYSLER MTRS.	**20,052**	**24,419**
Ford	35,154	46,431
Lincoln	4,444	6,184
Mercury	9,929	12,178
FORD MOTOR	**49,527**	**64,793**
Buick	16,156	17,443
Cadillac	6,148	6,880
Chevrolet	38,203	41,599
Oldsmobile	15,120	19,585
Pontiac	15,608	19,800
GENERAL MTRS.	**91,235**	**105,307**
HONDA	**13,583**	**13,175**
MAZDA	**2,276**	**1,334**
MITSUBISHI	**1,057**	**992**
NISSAN	**2,857**	**2,901**
SUBARU	**588**	—
TOYOTA	**9,318**	**5,729**
U.S. CAR TOTAL	**190,503**	**218,650**
TRUCKS		
Chrysler	91	106
Dodge	13,795	15,383
Jeep	6,026	8,689
Plymouth	5,383	6,199
CHRYSLER MTRS.	**25,295**	**30,377**
FORD MOTOR	**42,381**	**47,324**
Chevrolet	36,062	43,633
GMC	9,869	11,435
Oldsmobile	828	—
Pontiac	1,030	—
GENERAL MTRS.	**47,789**	**55,068**
ISUZU	**164**	—
NISSAN	**3,513**	**3,531**
U.S. TRK. TOTAL	**119,162**	**136,300**
U.S. CAR-TRUCK TOTAL	**309,665**	**354,950**

There were 9 selling days in the period this year and last year.

G20 is priced under $20,000 and goes on sale Sept. 25.

INFINITI FOR 1991

Model	Wheelbase (inches)	Length (inches)	Width (inches)	Height (inches)	Curb Weight (pounds)	Base engine	Drive type	Body styles
G-20	100.4	175.0	66.7	54.9	2,535	2.0L, I-4	fwd	4-dr.
M-30	103.0	188.8	66.5	54.3	3,333	3.0L, V-6	rwd	2-dr.
Q-45	113.2	199.8	71.9	56.3	3,950	4.5L, V-8	rwd	4-dr.

G20 joins 1991 Infiniti car line

Kristine Stivin Breese
AUTOMOTIVE NEWS STAFF REPORTER

A new entry-level sedan, a mid-range convertible and performance modifications on existing models constitute the 1991 changes for Infiniti Division of Nissan Motor Corp. in U.S.A.

INTRO 1991

At under $20,000, the new 2.0-liter G20 sedan will give Infiniti dealers a product to show to luxury-car aspirants, including younger buyers and women with less disposable income. The G20 goes on sale Sept. 25.

Although the exterior styling of the top-of-the-line Q45 is unchanged for 1991, two new options will be available — full-active suspension and traction-control.

An M30 convertible will join the sedan in Infiniti's middle line.

G20: The G20 is powered by a 2.0-liter, 16-valve, four-cylinder engine delivering 140 horsepower at 6,400 rpm, and 132 pounds-feet of torque at 4,800 rpm.

The car is offered with either five-speed or automatic transmission; anti-lock brakes are standard. A driver-side air bag is not available.

Q45: The Q45 sedan offers what Infiniti calls the first full-active suspension system available on a production automobile in the United States.

The option, which will cost more than $4,000, uses sensors and hydraulic actuators to control body roll, pitch, brake dive and other handling characteristics.

Electronic traction-control is another Q45 option. The computer system marries electronic throttle control with electronic braking control to moderate wheel spin and grip. The $1,500 traction-control option and the active-suspension system are not available together.

The Q45 transmission has been recalibrated and the central door-locking system has been improved.

M30: The M30 will continue as is, except for new Q45-like scripting on the instrument panel, minor fuel-injection refinements and central door-lock control added to the passenger-side door.

The convertible model is scheduled to go on sale in November. Price is estimated at $30,000-plus.

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VOLUME V (running time: 19 minutes) — Demonstration Rides • How a Demo Car Should Be Equipped Qualifying During Demonstration Ride • Key Questions • Inspecting the Trade-in • Overcoming Objections and Stalls
VOLUME VI (running time: 15 minutes) — How to Use the Order Form as a Sales Tool • Tips on Credit Applications • Use of Bank Information • How to Secure the Best Co-Signer • Closing the Co-Signer • Salvaging Bank Rejects • Getting Deposit • Closing the Sale
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NHTSA upgrades probe of 1989-90 T-bird latches

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The federal government has upgraded its defect investigation into 1989-90 Ford Thunderbird and Mercury Cougar hoods that fly up when the cars are moving.

Both hood latches on the cars appear to fail, said the National Highway Traffic Safety Administration. About 22,500 vehicles could be affected by a recall.

NHTSA also upgraded to engineering analysis its investigation into failing lap seat belt retractors on the 1985-87 Chevrolet Corvette. A recall could affect 100,000 cars.

NHTSA opened several preliminary defect investigations:

- 1986-90 Isuzu Trooper, 3,000 vehicles, for surging diesel engines possibly caused by oil that leaks through the turbocharger oil seal. The oil possibly enters the cylinder and is burned with the diesel fuel. Three complaints.
- 1988-90 Oldsmobile Cutlass Supreme, Buick Regal and Chevrolet Lumina, 763,000 cars, for a faulty switch on the rear brake stop lamps and failure of the cruise control to disengage when the brakes are applied; 12 complaints.
- 1984-85 Ford Mustang, 274,000 cars, for a deteriorating plastic seat belt buckle; 13 complaints.

Mazda recalls 1986-87 626s

IRVINE, Calif. — Mazda Motor of America is recalling 1986 and 1987 Mazda 626 models to check for possible faults in the ignition switch.

Worn-out switches could prevent the windshield wipers and washers, engine cooling fan, heater blower and air conditioner compressor from operating.

Approximately 102,500 vehicles could be affected.

Conn. requires makers to reveal warranty extension

HARTFORD, Conn. — Connecticut Gov. William A. O'Neill has signed into law a bill requiring motor vehicle manufacturers to notify customers within 90 days of instituting a program that expands or extends a consumer warranty or program that offers to pay all or part of the cost of a repair.

The law takes effect Oct. 1.

Ford wants conversions stressed

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. is urging its dealers to become "substantially more active" in retailing conversion vans as part of the changes it is making in its consignment pool van conversion program.

Phillip M. Novell, Ford Division general sales manager, in a July 18 letter to dealers, said Ford's move toward distributing more of its van conversion chassis through pool companies is dependent on its dealers becoming more active in conversion van retailing.

"It's important to remember that because our customer cash and APR (annual percentage rate finance) incentives are available only through Ford dealers (on both pool and non-pool units), remaining non-Ford-dealer retailers of Ford van conversions will have a more difficult time competing effectively," Novell said.

He added that Ford's quality improvement assistance to pool converters "appears to be producing excellent results. Dealers who got out of conversion van retailing in the past due to quality concerns may be pleasantly surprised with today's Ford conversions."

Novell

Novell also pointed out that the most profitable way to retail van conversions is to make a serious commitment to the business.

"Conversions are sold predominantly from stock and are often impulse purchases," Novell said. "Dealers stocking only one or two units normally don't have 'the' vehicle that the customer falls in love with — and they usually can't justify sufficient merchandising and service support.

"So, if you're considering this business, 'go for it.' It can be a major profit contributor to your bottom line."

Novell also noted that Ford converters have responded favorably to a customer survey

"Major quality improvement actions are now under way (as a result of the survey)," Novell said.

Ford engineers have also begun regular visits to pool and pool-applicant converter locations to assess their quality practices.

Converters must demonstrate acceptable and continually improving quality practices to attain or retain pool status, Novell said.

Van conversions mark record May

A big jump in wholesale shipments of van conversions helped the RV industry register an overall increase in shipments during May.

Van conversion shipments set a monthly record in May, according to the Recreation Vehicle Industry Association. Shipments from converters to dealers totaled 20,900 units, up 11.76 percent from a year earlier, RVIA said. For five months of calendar 1990, van conversion shipments totaled 83,500 units, 4.57 percent below a year ago.

But shipments of raw van chassis from Detroit's four van manufacturers to converters in May portended a continued strengthening in the market. Detroit van manufacturers shipped 21,700 van chassis with the seat-delete option to converters in May, nearly equal to the 21,800 of last year.

May's shipments of raw chassis, though off 0.46 percent from last year, represented a sharp improvement over the industry's pace earlier this year. Raw chassis shipments were down 7.40 percent in April and 79.40 percent in January, according to RVIA.

For five months of calender 1990, raw chassis shipments totaled 81,500 units, down 20.02 percent from a year earlier.

The strength of wholesale van conversion shipments from converters to dealers helped boost total shipments of RV products to 38,200 units in May, up 4.95 percent from a year earlier. For five months of calender 1990, total RV shipments of 174,100 units were 4.34 percent below the 1989 figure.

RVIA said consumers reported slightly less favorable attitudes about the long-term outlook for the general economy in its most recent survey, conducted by the University of Michigan's Survey Research Center. The Index of Consumer Sentiment slipped to 90.6 in the May survey, down slightly from April and nearly identical to the 90.7 recorded one year earlier, RVIA said.

John DeWolf, an economic consultant for RVIA, forecast van conversion shipments of just under 190,000 for calendar 1990, a 5.19 percent decline from 1989.

RECREATIONAL VEHICLE WHOLESALE DELIVERIES

	May 1990	May 1989	% change	5 mos. 1990	5 mos. 1989	% change
Travel trailers	4,800	5,000	– 4.0	27,000	27,200	– 0.7
Park Trailers	700	600	+16.7	3,200	3,300	– 3.0
Travel trailers—fifth wheel	2,600	2,400	+ 8.3	14,300	13,500	+ 5.9
Folding camping trailers	2,500	2,400	+ 4.2	14,700	15,300	– 3.9
Truck campers	1,200	1,200	– 0.0	4,600	4,700	– 2.1
Towable RV total	11,800	11,600	+ 1.7	63,800	64,000	– 0.3
Conventional (type A)	2,800	3,200	–12.5	14,900	17,000	–12.4
Van Campers (type B)	700	600	+16.7	2,700	2,200	+22.7
Chopped vans (all)	2,000	2,300	–30.4	9,200	11,300	–18.6
Motor home total	5,500	6,100	– 9.8	26,800	30,500	– 12.1
Van conversions	20,900	18,700	+11.8	90,600	94,500	– 4.1
TOTAL ALL RVs	38,200	36,400	+5.0	174,100	182,000	– 4.3

Source: Recreation Vehicle Industry Association

Starcraft shoots for big profits

2 presidents get pink slipped in corporation's restructuring

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Starcraft Corp. is shifting gears to become more profitable, following the ouster of two longtime officials.

Dominic D. Cuzzocrea, president and chief executive officer of Starcraft, and Cecil J. Bontreger, president of Starcraft Van Conversions Corp., were "relieved of their duties," July 16, according to Michael Bell, Starcraft board chairman.

A search is under way to replace Cuzzocrea. During the interim, Richard A. Newberry, Starcraft chief financial officer, was named acting chief operating officer. Joe Hartsough, general manager of Starcraft's Delhi, La., plant, was named to replace Bontreger as president of Starcraft Van Conversions.

Cuzzocrea and Bontreger helped engineer a buyout of Starcraft from Lear Siegler Corp. in June 1987 — but recently left it without enough money to service its interest debt.

Bell, whose Southwest Venture Management Co. in San Antonio, Texas, is the largest single investor in Starcraft with about 25 percent, stepped in and took over as chairman earlier this month.

Bell confirmed that Starcraft, which owes $8.5 million in revolving and short term outstanding bank debt, as well as $25 million in debentures remaining from its buyout, failed to earn enough to service its interest payment for its most recent fiscal 1990 year ended June 30.

Starcraft's annual interest burden is about $5.5 million, he added.

He said the company has been renegotiating its loan payment schedule with banks, and would meet with bondholders to renegotiate payment on that interest debt within two weeks.

Starcraft has been profitable, but not enough to meet debt obligations, Bell said.

He blamed Cuzzocrea and Bontreger for being "too much oriented to unit volume and sales revenue and not focused enough on profits and cash flow."

"The company needed to make cost reductions and changes to bring costs in line, and management was not responsive to that," Bell added.

Bell conceded that some of Starcraft's promotions — it typically wines and dines dealers at the Indy 500 race every year, for example — were "necessary and effective."

But he felt that, overall, its promotions, commissions and discounts were excessive.

"We're not going to discount as heavily, even if it means giving up volume," Bell said. "We're not in a race to be No. 1."

Starcraft will sell a little more than 12,200 units for the 1990 model year, and expects to sell 11,000 for the 1991 model year, according to Newberry.

Overseas sales account for about 20 percent of its volume. Starcraft sells vans to Europe, the Middle East and Japan.

Bell cited a softer economy next year and more competition in the international market, as well as cutbacks in discounts and promotions, as reasons for the lower sales volume.

Starcraft is third in volume behind Glaval Inc. of Elkhart, Ind., and first place Mark III of Ocala, Fla.

While vans are its strongest suit, Starcraft also produces campers, trailers and motor homes.

Bell doesn't anticipate selling any of the operations, though they are being reviewed for improvements.

Coachmen's Van Camper

The Van Camper, made by Coachmen Vans, Elkhart, Ind., is 19 feet long, two feet longer than the average van. It is built on the Chevrolet G-30/GMC G-3500 extended van.

Champion posts profit, but loses Wentworth

DRYDEN, Mich. — Clare G. Wentworth, group vice president of Champion Enterprises Inc. and president of Champion Motor Coach Inc., resigned July 23.

His resignation coincided with the restructuring of Champion's Motor Coach operations into two divisions.

Walter R. Young Jr., president and chief executive officer of Champion Enterprises Inc., will temporarily assume Wentworth's responsibilities.

Champion's Motor Home Division, serving the recreational vehicle markets, will be headquartered in Elkhart, Ind.

Dennis Sibrt was promoted to general manager, Motor Home Division, and will report directly to Young on an interim basis.

The Commercial Vehicle Division will consolidate all of its operations in Imlay City, Mich.

Champion plans to set up seperate management teams for each division, according to a company spokesman.

The restructuring will permit Champion to "both expand in the commercial vehicle market and better compete in the recreational vehicle market by focusing our coordinated efforts effectively in these two very different businesses which require very different products, services and marketing," Young said.

Champion posted its first profitable quarter in three years for its most recent reporting period. It had net income of $711,000 during the first quarter of its fiscal 1991 year ended June 1 compared to a net loss of $944,000 a year earlier.

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Corp. (1990 models)						
Chrysler	$750-$2,000	2.9	7.9	7.9	10.9	July 31*
Dodge cars	$750-$1,500	2.9	7.9	7.9	10.9	July 31*
Dodge trucks	$500-$2,500	2.9	7.9	7.9	10.9	July 31
Eagle	$750-$2,000	2.9	7.9	7.9	10.9	July 31
Jeep	$500-$1,000	2.9	7.9	7.9	10.9	July 31*
Plymouth	$750-$1,800	2.9	7.9	7.9	10.9	July 31*

*Expiration date is Aug. 31 on Chrysler LeBaron, Dodge Shadow and Spirit and Plymouth Sundance and Acclaim. Expiration date is Sept. 30 on Jeep Cherokee Limited and Wagoneer Limited. Interest-free 24-month loans available on some models in all lines.

Ford Motor Co. (1989-90 models)						
Ford cars*	$700-$1,500	7.9	7.9	7.9	10.9	Aug. 8
Ford trucks	$600-$1,500	7.9	7.9	7.9	10.9	Aug. 8
Mercury*	$700-$1,500	7.9	7.9	7.9	10.9	Aug. 8
Continental, Mark VII	$1,500-$2,000					Sept. 26

*Mustang buyers can choose $1,000 rebate with no finance incentive or $700 rebate with cut-rate financing. Probe buyers can choose a $1,500 rebate with no finance incentive, $700 with cut-rate financing or no rebate and 2.9/2.9/2.9/8.9 financing. Tracer buyers can choose $1,500 rebate with no finance incentive or $700 rebate with 6.9/6.9/6.9/10.9 financing.

General Motors (1990 models)						
Buick	$500-$1,250*	7.9	7.9	7.9	10.9	Aug. 2
Riviera	$2,000	7.9	7.9	7.9	10.9	Aug. 2
Geo cars	$500-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet cars	$500-$1,400	7.9	7.9	7.9	10.9	Sept. 26
Geo tracker	$1,000	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet trucks	$600-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Lumina APV	$1,250	7.9	7.9	7.9	10.9	Sept. 26
Cadillac	$1,500-$2,000					Sept. 26
Olds 88	$1,500 (in specified zones)	7.9	7.9	7.9	10.9	Aug. 2
Olds Silhouette	$1,250	7.9	7.9	7.9	10.5	Aug. 2
Olds Toronado	$2,500	7.9	7.9	7.9	10.9	Aug. 2
Cutlass Ciera	$1,000	7.9	7.9	7.9	10.9	Aug. 2
Pontiac	$750-$2,000**	6.9	6.9	6.9	10.9	Aug. 2
Trans Sport	$1,000	7.9	7.9	7.9	10.9	Aug. 2

*Based on option package selected.
**Dealers contribute $1,000 on Grand Prix in some areas.

General Motors (1991 models)						
Buick Regal Sedan	$500-$1,250*		7.9	7.9	7.9	Aug. 2
Chevrolet Camaro, Caprice	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet S10	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26

*Based on option package selected.

Hyundai (1989-90)	$500-$750					Sept. 4
Mazda (1990 models)						
323, Protege	$500-$750					Aug. 2
MX-6, 626	$500-$1,000					Sept. 5
Trucks	$750					Sept. 5
MPV	$500-$700 discount on option packages					Sept. 5
Mitsubishi (1990 models)						
Cars	$500-$2,000*					Aug. 31
Trucks	$750-$2,000*					Aug. 31

*Payments differ by regions.

Nissan (1990 models)						
Sentra, base pickup	$500-$1,000					Aug. 2
Peugeot (1989-90)	$1,000-$3,000					None
Sterling						
1989 models	$5,000					Sept. 30
1990 models			0.0	0.0		Sept. 15
Subaru						
Justy (1989-90)	$500-$1,000					Oct. 2
Loyale (1990)	$800-$1,200					Oct. 2
Suzuki (1989-90 models)*						
Swift	$400-$2,000					Aug. 2
Samurai	$1,000					Aug. 2
Sidekick	$1,000-$2,500**					Aug. 2

*Customer rebate or dealer rebate; dealer's choice.
**$3,000 in California.
Note: Some makers offer rebates to buyers of 1988 and 1989 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

KELPIE

FROM PAGE 2

is in the process of filing a bond prospectus with the Securities and Exchange Commission and prohibited by law from discussing it.

The registration will show Kelpie North American Holdings as the company that is going to pay off the bonds and the Wood County Economic Development Corp. as the issuer of the bonds.

Guarantees for the bonds, such as a letter of credit or bank guarantee, are still being developed, Rosenthal said.

The bonds would be underwritten by a U.S. investment bank.

Linda Amos is county executive of Wood County, Ohio, which would issue the bonds. She said, "We are, by our consitution, not allowed to put any money or risk into this bond.

"If that (outside guarantee) doesn't happen, the project wouldn't happen," she added.

The investor group which formed Kelpie North American Holdings is led by Martin Fife, who will be the company's chief executive officer.

Fife identified himself as a director of the Dreyfus Fund and "most of Dreyfus' flagship fun such as Dreyfus Liquid Assets."

Although North American Ho ings hasn't announced its board directors or key management p ple, Fife said, "The technical te has (a combined) 150 years manufacturing expertise. They very, very qualified."

The plant will consist of th connected buildings on a 70-a site, according to Paul Coop president of Kelpie North Amer Corp. and a former Americ Motors Corp. manufacturing ma ager in Toledo.

Kelpie North America Corp an engineering and manufactur subsidiary of the Australian co pany. It will become a subsidi of Kelpie North America Holdin and will be located in Northwo Another subsidiary, Kelpie No American Sales and Marketing C will be located in an as-yet un termined area around Toledo, C per said.

Cooper projects that the pla will employ 700 workers initia and 1,500 workers at full produ tion. It is also expected to hav support staff of about 250 peopl

Kelpie Holdings North Amer will also retain the small office Warren, Mich., currently opera by Kelpie Industries U.S.A. Inc.

The office now employs ab 15 people who have been do some engineering and prototy work on the vehicles.

Kelpie Industries Ltd. is loca in Matraville, New South Wal Australia. Its chairman, Rob Page, originally developed the K pie for use in his shopping cart trieval business.

In 1988, the Australian compe bought a 360,000-square-foot a plant in Monterrey, Mexico, w the idea of building trucks th for the U.S. market.

But the company decided "really did not have the financ expertise to conclude a project this size. So, it went back to original intention to license co panies with the ability to fina cially exploit the Kelpie techn ogy," said Kim Shipley, Kel Industries Ltd. managing directo

Kelpie Industries has put Mexican plant up for sale.

Kelpie Industries Ltd. would ceive $300 for every pickup sold Kelpie North American Holding

Kelpie Industries is also ne tiating to become a minority sha holder of Kelpie North Americ Holdings.

Vorderburg said that, based market research, the vehicle peals to various pickup and d very groups, such as applian dealers, landscapers, bottling beverage companies and oth who could load and unload m efficiently with the hydraulic tru bed.

It also appeals to recreation who use truck to move ATVs, skis, motorcycles and other o door items.

Wheel wells don't intrude i the truck's bed, which provides cubic feet of cargo space.

The vehicle will be in the 000 to 10,000-pound gross ve cle weight rating range, with a l capacity of 1,800 pounds, acco ing to Vorderburg. That wo make it comparable to a conv tional half-ton pickup like a Do Dakota, Ford F-150 or Chevro C-1500.

Suggested retail price for a st dard eight-foot bed vehicle will $16,500 to $17,900, several th sand dollars more than the aver price of a pickup truck.

The company is planning a range of products between 19 and 1995.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990 models)		
Dodge Shadow, Plymouth Sundance	$750	Aug. 31
Ford Motor Co. (1990 models)		
Taurus SHO	$1,000	Aug. 8
Tempo	$250	Aug. 8
Topaz, Sable, Cougar	$300-$1,500, quota (only in New York, New Jersey, New England)	July 31
Town Car	$1,500-$2,500 based on number sold	Aug. 8
Continental Mark VII	$1,000-$2,000 based on number sold	Aug. 8
Ford Motor Co. (1989-1991 models)		
Taurus, Crown Victoria	$100-$600 based on number sold	Aug. 8
Escort	$200-$500, based on number sold	Aug. 8
Tracer	$200-$500, based on number sold	Aug. 8
Sable, Grand Marquis	$100-$600, based on number sold	Aug. 8
General Motors (1990 models)		
Buick Estate Wagon	$1,000	Aug. 2
Corvette	$2,000-$4,000 based on number sold	Aug. 10
Oldsmobile Cutlass Supreme, 88, Custom Cruiser, 98	$750-$1,250, based on number sold	Aug. 2
Pontiac Firebird	$500	Aug. 2
Audi (1990 models)		
100 Series	$1,500	Sept. 10
Hyundai (1989-90)		
Excel	$500-$750	Sept. 4
Sonata	$350	Sept. 4
Isuzu (1990 models)		
Pickup, Trooper	$700-$1,200, based on number sold	Sept. 30
Mazda (1990 models)		
929, RX-7	$500-$2,500, based on number sold	Sept. 5
Mitsubishi (1990 models)		
Cars	$200-$2,000*	Aug. 31
Trucks	$250-$750*	Aug. 31

*Quotas apply on Eclipse and 2wd pickups in some regions.

Nissan (1990 models)		
Sentra, Stanza	$300-$1,500	Aug. 2
Trucks	$1,000	Aug. 2
Axxess	$1,000-$1,500	Aug. 2
Peugeot (1989 models)		
405	$2,500-$3,500	None
Saab (1990 models)		
9000 Series	$1,500-$4,000, quota	July 31
Subaru (1990 models)		
Legacy	$1,500-$2,500	Oct. 2
Suzuki (1989-90 models)*		
Swift	$400-$2,000	Aug. 2
Samurai	$1,000	Aug. 2
Sidekick	$1,000-$2,500**	Aug. 2

*Customer rebate or dealer rebate; dealer's choice.
**$3,000 in California

Toyota (1989-1990 models)		
Tercel, Camry, Corolla	$200-$1,200, quota	Sept. 4
Trucks	$300-$1,400, quota	Sept. 4
Volkswagen (1990 models)		
Fox	$750-$1,000	Aug. 31
Golf	$1,000, quota	July 31
Corrado	$1,500, quota	July 31
Volvo (1989-90)	$200-$600, based on number sold	Aug. 31

Note: Some makers offer rebates to dealers on sales of 1988 and 1989 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

Changeovers at GM cut car output

By Anne Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

Auto production dipped last week as General Motors closed seven assembly plants for model changeover.

U.S. automakers scheduled output of 86,517 units, 4.23 percent below the previous week and 2.62 percent above the year-ago week.

Truckmakers planned to produce 85,139 units last week, 7.75 percent above the previous week and 28.88 percent above the same week last year.

Estimated car production last week was split as follows: Ford Motor Co., 39.84 percent; General Motors, 28.37 percent; Honda of America Manufacturing Inc., 10.33 percent; Toyota Motor Manufacturing U.S.A. Inc., 5.09 percent; New United Motor Manufacturing Inc., 4.74 percent; Mazda Motor Manufacturing (USA) Corp., 4.63 percent; Diamond-Star Motors Corp., 3.33 percent; Chrysler Corp., 3.01 percent; and Subaru—Isuzu Automotive Inc., 0.66 percent.

Ford's Atlanta and Lorain, Ohio, car plants and the Kansas City, Mo., and Norfolk, Va., truck facilities were scheduled for weekend changeover last week.

The company slated daily overtime at the Wixom, Mich., and Wayne, Mich., car plants and at the the St. Paul, Minn.; Louisville, Ky.; and St. Louis truck facilities.

In addition to the seven car plants down last week, GM closes four more today for changeover. They are Tarrytown, N.Y; Bowling Green, Ky.; Fairfax, Kan.; and Oklahoma City. Also, the Detroit special vehicle chassis truck facility shut down today for changeover.

The company also scheduled three truck plants for weekend changeover last week: Baltimore; Flint, Mich.; and Fort Wayne, Ind.

Chrysler's Belvidere, Ill., car assembly plant is scheduled to resume production today. The St. Louis No. 2 minivan facility shuts down today for changeover. It is due to resume production Aug. 27.

Chrysler's Jeep plant in Toledo, Ohio, will be closed this week because of a parts shortage.

Nissan's Smyrna, Tenn., auto assembly line was idle last week for retraining following a two-week vacation. The company's truck line resumed production last week as scheduled.

Canada trucks rise; Ford helps

Canadian truck output rose last week as Ford's Ontario truck facility in Oakville returned to work.

Canadian truck production was estimated at 10,135 units, 44.25 percent above the previous week and 19.44 percent below 1989.

Year-to-date Canadian truck makers have assembled 508,684 vehicles, 8.22 percent behind 1989.

Canadian automakers scheduled 17,739 units last week, 12.61 percent below the previous week and 12.62 percent above last year.

So far this year, 611,925 cars have been assembled, 6.95 percent above 1989.

U.S. CAR	Week Ended July 28, 1990	Week Ended July 29, 1989	Week Ended July 21, 1990	July to Date	Jan. 1 to July 28, 1990	Jan. 1 to July 29, 1989
Horizon	0	1,158	0	0	4,327	16,168
Sundance	600	0	0	1,757	44,033	64,561
Acclaim	500	328	0	2,107	56,049	71,152
Total Plymouth	**1,100**	**1,486**	**0**	**3,864**	**104,409**	**151,881**
LeBaron A	0	0	0	0	8,064	0
LeBaron J	0	1,555	0	898	26,823	57,345
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	0	271	0	961	24,535	57,696
Fifth Avenue	0	0	0	574	14,265	100
Imperial	0	0	0	122	12,503	0
Total Chrysler	0	1,826	0	2,555	86,190	118,087
Omni	0	1,192	0	0	4,078	17,642
Daytona	400	1,165	0	1,039	18,269	48,186
Shadow	600	0	0	2,028	51,331	61,412
Dynasty	0	528	0	1,707	63,416	83,678
Lancer	0	0	0	0	0	1,528
Spirit	500	326	0	1,518	51,864	60,392
Total Dodge	**1,500**	**3,211**	**0**	**6,292**	**188,958**	**272,838**
CHRYSLER MOTORS	**2,600**	**6,523**	**0**	**12,711**	**379,557**	**542,806**
Escort	5,997	5,480	5,057	11,054	118,944	182,861
Mustang	3,705	3,880	0	3,705	81,544	125,031
Tempo	2,773	2,311	3,034	5,807	77,574	86,223
Taurus	7,210	7,854	8,059	15,269	204,107	213,160
Thunderbird	3,350	2,726	3,013	6,363	69,597	93,795
Total Ford Div.	**23,035**	**22,251**	**19,163**	**42,198**	**551,766**	**701,070**
Topaz	1,629	1,627	1,316	2,945	29,971	40,675
Cougar	2,275	2,676	1,784	4,059	46,270	79,535
Sable	2,650	2,375	2,657	5,307	61,739	68,909
Total Mercury	**6,554**	**6,678**	**5,757**	**12,311**	**137,980**	**189,119**
Continental	1,529	1,002	1,502	3,031	34,063	39,782
Mark VII	340	348	462	802	13,342	13,977
Town Car	3,002	2,093	2,985	5,987	89,851	74,503
Total Lincoln	**4,871**	**3,443**	**4,949**	**9,820**	**137,256**	**128,262**
Total L-M Div.	**11,425**	**10,121**	**10,706**	**22,131**	**275,236**	**317,381**
FORD MOTOR CO.	**34,460**	**32,372**	**29,869**	**64,329**	**827,002**	**1,018,451**
Skyhawk	0	0	0	0	0	6,913
Skylark/Somerset	1,618	0	1,619	6,814	53,513	34,873
Century	0	2,075	1,668	4,646	40,338	75,345
Riviera	0	0	0	856	13,116	11,348
Electra/Park Ave.	0	0	1,535	3,961	21,027	43,308
LeSabre (fwd)	0	0	3,036	9,186	96,724	90,007
LeSabre (rwd)	0	25	0	0	4,022	4,117
Reatta	0	0	202	581	5,277	3,140
Total Buick	**1,618**	**2,100**	**8,060**	**26,044**	**234,017**	**269,051**
Eldorado	0	0	0	837	12,261	19,103
Seville	0	0	0	2,019	22,806	13,997
Brougham (rwd)	988	0	491	1,696	14,844	21,933
DeVille (fwd)	0	2,272	0	6,356	95,902	117,244
Allante	0	77	0	0	2,516	1,921
Total Cadillac	**988**	**2,349**	**491**	**10,908**	**148,329**	**174,198**
Cavalier	0	6,294	4,362	16,546	188,868	222,750
Camaro	1,775	0	0	3,279	38,535	64,591
Celebrity	0	0	0	0	0	70,349
Corsica/Beretta	4,083	0	6,302	21,235	167,091	229,026
Caprice	5,873	1,254	1,504	13,593	149,000	112,997
Corvette	535	560	563	2,114	14,596	15,973
Total Chevrolet	**12,266**	**8,108**	**12,731**	**56,767**	**558,090**	**715,686**
Calais	0	0	2,051	6,592	59,289	56,481
Cutlass Ciera	1,928	2,019	1,982	7,474	49,010	56,485
Cutlass Supreme	1,928	0	1,999	7,518	51,524	52,522
Toronado	0	0	0	467	9,509	4,845
88 (fwd)	0	0	2,282	7,120	62,139	85,904
88 (rwd)	0	0	0	0	1,214	5,065
98	0	796	0	2,402	32,784	43,298
Total Oldsmobile	**3,856**	**2,815**	**8,314**	**31,573**	**265,469**	**304,600**
Sunbird	0	3,499	0	3,223	83,181	87,633
Grand Am	0	0	0	7,973	113,723	143,815
Firebird	1,115	0	0	2,064	24,050	35,352
Grand Prix	3,253	0	3,190	12,258	72,581	71,786
Pontiac 6000	1,453	1,532	1,450	5,518	36,481	49,259
Bonneville	0	0	1,088	3,533	46,523	51,680
Safari/Parisienne	0	0	0	0	0	2,691
Total Pontiac	**5,821**	**5,031**	**5,728**	**34,569**	**376,539**	**442,219**
GENERAL MOTORS	**24,549**	**20,403**	**35,324**	**159,861**	**1,582,444**	**1,905,754**
DIAMOND-STAR	**2,884**	**1,889**	**2,998**	**8,327**	**73,138**	**31,690**
HONDA	**8,940**	**7,665**	**8,888**	**26,731**	**248,984**	**219,502**
Civic	1,980	2,872	2,028	6,003	67,605	75,060
Accord	6,960	4,793	6,860	20,728	181,379	144,442
MAZDA†	**4,009**	**4,277**	**3,996**	**11,859**	**98,792**	**118,753**
NISSAN	**0**	**3,192**	**0**	**1,062**	**51,096**	**67,399**
NUMMI	**4,100**	**4,286**	**4,152**	**15,717**	**121,932**	**118,721**
Corolla	2,100	1,781	2,122	7,995	61,254	47,892
Geo Prizm/Nova	2,000	2,505	2,030	7,722	60,678	70,829
SUBARU-ISUZU	**575**	**3,705**	**697**	**2,046**	**14,971**	**71,211**
TOYOTA	**4,400**	**0**	**4,419**	**12,940**	**124,417**	**0**
TOTAL CARS, U.S.	**86,517**	**84,312**	**90,343**	**315,583**	**3,522,333**	**4,094,287**
TOTAL CARS, CANADA	**17,730**	**15,743**	**20,289**	**68,892**	**611,925**	**572,164**
U.S., CANADA CARS	**104,247**	**100,055**	**110,632**	**384,475**	**4,134,258**	**4,666,451**
U.S., CANADA CARS AND TRUCKS	**199,521**	**178,695**	**196,674**	**663,460**	**6,986,892**	**7,728,541**

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended July 28, 1990	Week Ended July 29, 1989	Week Ended July 21, 1990	July to Date	Jan. 1 to July 28, 1990	Jan. 1 to July 29, 1989
Monaco	0	0	0	438	5,587	0
Premier	0	25	0	1,919	5,110	22,370
CHRYSLER MOTORS	**0**	**25**	**0**	**2,357**	**10,697**	**22,370**
Tempo	0	0	0	0	69,481	72,675
Topaz	0	0	0	0	25,040	30,827
Crown Victoria	2,866	2,097	2,739	5,605	69,727	71,179
Grand Marquis	2,414	2,065	2,209	4,623	61,191	76,846
FORD MOTOR CO.	**5,280**	**4,162**	**4,948**	**10,228**	**225,439**	**251,527**
Celebrity	772	501	1,144	4,165	20,337	15,216
Cutlass Ciera	1,733	2,609	2,426	8,926	53,571	95,914
Lumina	3,351	6,066	4,605	17,676	132,213	83,034
Regal	3,014	0	3,582	12,338	57,238	43,462
GENERAL MOTORS	**8,870**	**9,176**	**11,757**	**43,105**	**263,359**	**237,626**
HONDA	**2,150**	**1,750**	**2,104**	**6,199**	**60,013**	**47,410**
HYUNDAI	**0**	**0**	**0**	**1,376**	**11,243**	**0**
TOYOTA	**1,250**	**450**	**1,300**	**4,943**	**35,921**	**8,044**
VOLVO	**180**	**180**	**180**	**684**	**5,253**	**5,187**
TOTAL CARS, CANADA	**17,730**	**15,743**	**20,289**	**68,892**	**611,925**	**572,164**

U.S. TRUCK	Week Ended July 28, 1990	Week Ended July 29, 1989	Week Ended July 21, 1990	July to Date	Jan. 1 to July 28, 1990	Jan. 1 to July 29, 1989
Caravan	1,900	31	1,890	7,933	67,184	62,157
Dakota	800	1,163	282	1,082	38,746	56,101
Caravan C/V	50	2	106	409	4,218	4,518
Ram pickups	1,300	1,157	429	1,729	57,411	56,208
Total Dodge	**4,050**	**2,353**	**2,707**	**11,153**	**167,559**	**178,984**
Cherokee	0	4,040	0	0	90,190	129,434
Comanche	0	517	0	0	4,241	17,506
Grand Wagoneer	0	270	0	0	3,770	6,479
Wagoneer	0	67	0	0	2,185	5,157
Total Jeep	**0**	**4,894**	**0**	**0**	**100,386**	**158,576**
Voyager	1,600	9	1,739	6,952	62,835	58,725
Town & Country	0	2	73	127	2,075	1,872
Total C-P Div.	**1,600**	**11**	**1,812**	**7,079**	**64,910**	**60,597**
CHRYSLER MOTORS	**5,650**	**7,258**	**4,519**	**18,232**	**332,855**	**398,157**
Aerostar	4,975	3,865	4,400	9,375	116,394	135,544
Bronco	878	1,158	1,044	1,922	30,264	45,863
Bronco II/Explorer	5,824	0	5,398	11,222	99,306	71,369
Econoline	4,197	4,130	4,081	8,278	111,940	137,120
Mediums/Heavies	1,306	1,305	1,228	2,534	30,975	37,582
Light trucks	9,109	9,036	9,365	18,474	259,746	312,971
Ranger	5,861	0	5,216	11,077	164,599	188,470
Total Ford Div.	**32,150**	**19,494**	**30,732**	**62,882**	**813,224**	**926,919**
FORD MOTOR CO.	**32,150**	**19,494**	**30,732**	**62,882**	**813,224**	**926,919**
Astro	2,785	2,984	3,319	11,167	72,331	98,266
Blazer	361	535	362	1,394	10,380	16,894
Lumina APV	2,158	0	1,978	7,689	58,807	0
Mediums/Heavies	125	310	85	886	4,669	6,182
P-Model	613	0	535	2,322	15,622	20,749
Pickups	8,133	8,597	9,354	27,854	240,501	237,993
S-10	4,688	5,611	4,933	18,576	139,366	158,975
S-10 Blazer	3,626	3,882	3,960	14,814	55,616	115,918
Sportsvan/Van	0	2,177	0	1,172	37,788	58,582
Suburban	1,470	1,566	1,514	5,646	40,731	47,232
Total Chevrolet	**23,959**	**25,662**	**26,040**	**91,520**	**675,811**	**757,072**
Jimmy	83	156	88	353	3,216	4,996
Mediums/Heavies	204	636	234	1,324	5,190	9,705
P-Model	116	0	182	401	1,973	2,916
Pickups	1,067	1,769	567	9,040	89,118	71,686
S-15/Sonoma	1,160	418	915	3,695	31,986	36,776
S-15 Jimmy	1,608	1,078	1,279	5,100	19,244	32,165
Safari	975	759	601	3,179	25,957	25,494
Suburban	836	546	841	3,213	20,411	18,368
Vandura/Rally Vans	0	280	0	777	14,129	15,914
Total GMC	**6,049**	**5,642**	**4,707**	**27,082**	**211,224**	**212,079**
Olds Silhouette	1,278	0	1,222	4,762	23,762	0
Pontiac Trans Sport	7,014	0	5,785	14,816	42,787	0
GENERAL MOTORS	**38,300**	**31,304**	**37,754**	**138,180**	**953,584**	**969,151**
NAVISTAR	**1,584**	**1,750**	**1,604**	**3,188**	**43,107**	**48,626**
NISSAN	**3,230**	**2,804**	**0**	**5,848**	**84,914**	**70,251**
SUBARU-ISUZU	**775**	**0**	**957**	**2,775**	**15,526**	**0**
AM GENERAL*	**450**	**450**	**450**	**1,800**	**13,140**	**13,140**
MISCELLANEOUS*	**3,000**	**3,000**	**3,000**	**12,000**	**87,600**	**81,600**
TOTAL TRUCKS, U.S.	**85,139**	**66,060**	**79,016**	**244,905**	**2,343,950**	**2,507,844**

CANADIAN TRUCK	Week Ended July 28, 1990	Week Ended July 29, 1989	Week Ended July 21 1990	July to Date	Jan. 1 to July 28, 1990	Jan. 1 to July 29, 1989
Caravan	0	1,677	0	0	82,709	80,624
Caravan C/V	0	3	0	0	5,610	7,048
Ram Wagon	0	0	0	479	14,244	15,576
Ram Van	0	0	0	1,081	33,759	39,800
Total Dodge	**0**	**1,680**	**0**	**1,560**	**136,322**	**143,050**
Voyager	0	1,555	0	0	65,751	71,727
Total Plymouth	**0**	**1,555**	**0**	**0**	**65,751**	**71,727**
Wrangler	0	1,425	0	2,952	33,049	44,644
Total Jeep	**0**	**1,425**	**0**	**2,952**	**33,049**	**44,644**
CHRYSLER MOTORS	**0**	**4,660**	**0**	**4,512**	**235,122**	**259,421**
FORD MTR. (lt. trks.)	**3,496**	**2,921**	**0**	**3,496**	**80,737**	**92,904**
Light trucks	4,231	3,043	4,823	13,806	101,731	97,999
Vans	1,170	0	1,594	5,106	31,650	36,743
Total Chevrolet	**5,401**	**3,043**	**6,417**	**18,912**	**33,381**	**134,742**
Light trucks	642	1,682	62	4,693	40,204	41,983
Vans	371	0	322	2,017	13,514	18,057
Total GMC	**1,013**	**1,682**	**384**	**6,710**	**53,718**	**60,040**
GENERAL MOTORS	**6,414**	**4,725**	**6,801**	**25,622**	**187,099**	**194,782**
NAVISTAR	**225**	**274**	**225**	**450**	**5,726**	**7,139**
TOTAL TRKS. CANADA	**10,135**	**12,580**	**7,026**	**34,080**	**508,684**	**554,246**
U.S., CANADA TRKS.	**95,274**	**78,640**	**86,042**	**278,985**	**2,852,634**	**3,062,090**

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.